

ABSTRACT

The development of technology in the digital era that is growing has a real impact in the business world, namely the existence of E-commerce. Tokopedia is one of the e-Commerce that is in demand by the Tokopedia community with an average monthly visitor reaching 117 million, Tokopedia competes with other E-commerce. Increasing consumer spending is one of the company's Competitive Strategies.

In making online purchasing decisions that are most often seen, namely the product review section and the quality of service provided by the company. Customer reviews are able to create consumer perceptions that help consumers to decide whether or not to buy a product. The quality of service provided by a good service company will cause a positive impression on consumers and potentially convince consumers to make a purchase.

This research aims to determine how much influence is given by the variable Customer Review and quality of Service to purchase decisions on Tokopedia e-Commerce consumers. The population used in the study of consumers who have ever bought on Tokopedia . The technique is done by distributing questionnaires with 100 respondents distributing questionnaires through online media selected through simple random sampling or probability sampling

The analysis technique used is descriptive analysis method and multiple linear regression analysis. Based on the results showed that the variable customer review results by 82% and fall into the category of "good", variable *service quality* results by 79% and fall into the category of good and variable purchasing decisions results by 82% and fall into the category of good.

Based on the results of hypothesis testing, it is known that customer reviews and *service quality* have a significant influence on purchasing decisions. Determination test is known to be the result of the influence of customer review and *service quality* variables as much as 83% on the purchase decision variables, while the remaining 17% is influenced by other variables outside the study such as price, promotion and brand image.

Keywords : *Customer Review, Quality Of Service, Purchase Decision.*